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Reply to office action of October 2, 2008   Docket: CU-4443

REMARKS/ARGUMENTS

Reconsideration is respectfully requested.

Claims 1-2 and 4-21 are pending before this amendment. By the present

amendment, claim 19 is <u>canceled</u> without prejudice; claims 1, 12, 15, 18, and 20 are

<u>amended</u>; new claims 22-24 are <u>added</u>. No new matter has been added.

At the outset, claim 12 has been amended merely to correct an inadvertent error.

Line 8 of claim 12 previously recited "identifying the first local information..." However,

claim 12 relates to the step of extracting second local information, therefore this portion

of claim 12 has been amended to recite --identifying the <u>second</u> local information...--

Support for this amendment can be found at least in the specification page 12, lines 7-

16).

Claims 1-2 and 4-21 stand rejected under 35 U.S.C. §102(e) as being

anticipated by U.S. Patent No. 6,735,572 (Landesmann).

The applicants respectfully disagree.

With respect to the subject matter of the claims in general, the applicants

respectfully submit that the buyer entity of Landesmann is not analogous to the

searcher of the present invention, and the examiner's continued rejection of elements of

the present invention relating to the searcher as being disclosed by elements of

Landesmann relating to the buyer entity is not consistent with the teachings of

Landesmann.

The present invention marks an improvement over conventional search methods

in that information relating to the searcher is combined with a keyword to provide search

results that are more pertinent to the searcher, e.g., search results that consider the

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keyword input by the searcher as well as the local information of the searcher.

Conventional search methods do not include such information, and therefore, in

conventional methods the search results returned to a searcher are considered less

useful to the searcher. In the present invention information providers provide

information for that is made searchable to the searcher. According to the presently

claimed invention, the searcher inputs local information one time, the searcher's local

information (which is input by the searcher) is stored/maintained so that search requests

made by the searcher will include **both** a keyword inputted by the searcher as well as

the **maintained** local information also input by the searcher (specification page 7, lines

18-28). To clarify these aspects of the present invention, claims 1, 15, and 20 have

been amended as follows:

> --receiving a first local information from the searcher comprising at least a
> location information of the searcher related to the searcher;
> maintaining the first local information for searching related to the searcher;
> receiving a second local information comprising at least a location
> information of one or more of search items related to a network information
> provider;
> maintaining a database including the search items related to the network
> information provider, wherein some of the search items are related to the
> keyword of the searcher;
> receiving the search request from the searcher utilizing the keyword and
> the maintained first local information related to the searcher--

Support for this amendment is found at least in the specification page 7, lines 20-

28; and as such, no new matter has been added.

The presently claimed invention receives a first local information from the

searcher, maintains the first local information, and utilizes the maintained first local

information in conjunction with a keyword inputted in a search request to provide search

results to the searcher that are specific to the searcher's local information. Nowhere in

Landesmann teaches the presently claimed invention as amended above.

In Landesmann, buyer entities submit their credit card information to be stored in a database (Landesmann col. 11, lines 53-60). Access to the database is sold to advertisers, who search the database to determine which buyer entities should receive their advertisements (Landesmann col. 12, lines 1-22). The method disclosed by Landesmann is nothing more than a conventional searching method where the buyer entities represent a type of information provider and the advertisers represent a type of searcher. That is, according to Landesmann, the buying entities of Landesmann provide information (in the form of credit card statements or the like) for Landesmann's third party advertisers to search. As such, in the context of the method taught by Landesmann, the buying entities of Landesmann are **not** searchers, but are instead information providers. Therefore, since the buying entities are information providers and not searchers, the fact that the buying entities of Landesmann provide information (in the form of credit card statements or the like) cannot teach the claimed receiving and maintaining of first local information related to the searcher of the present invention as suggested by the examiner.

In Landesmann, the third party advertisers search the information provided by the buyer entities. As argued with regards to a prior office action, **no local information relating to the third party advertisers** (who perform the searching, Landesmann col. 19, lines 28-31) **is received and maintained** according to Landesmann. As such, Landesmann represents the type of searching method that the present invention is intended to improve upon.

In contradistinction to Landesmann, the present invention is directed to a method

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and system of generating a search result list based on the local information of the

searcher. That local information of the seacher is --received-- and --maintained-- so

that the local information of the searcher need not be entered in conjunction with each

search. Nowhere in Landesmann teaches receiving and maintaining --local

information...related to the searcher-- as claimed in the present invention. The only

information stored in Landesmann is that of the buying entities. As stated above, this

does not teach receiving and maintaining --local information...related to the searcher--

because a buyer entity is simply not a searcher.

In rejecting claims 1, 15 and 20, the examiner cites block 314 and col. 13, line 60

to col. 14, line 20 to teach receiving of **both first and second local informations.**

However, the portions of Landesmann cited by the examiner relate only to information

of the buyer entities, not the third party advertisers. As previously stated, the present

invention provides local information search results to the searcher by utilizing both the

keyword and the local information of the searcher (each provided by the searcher). The

fact that a **buyer entity** of Landesmann provides information cannot teach providing

local information search results in response to the --search request [received] from the

searcher utilizing the keyword **and the maintained first local information related to**

the searcher--, because the buyer entity is **not a searcher.**

Additionally, Landesmann does not teach the claimed --first local information for

searching related to the searcher-- and --receiving a second local information

comprising at least a location information of one or more of search items related to a

network information provider-- of claims 1, 15, and 20, at least because the examiner

has only directed her rejection to one entity (a buyer entity). As such, an indication of

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allowable content with respect to claims 1, 15, and 20, is respectfully requested at least

for the reasons above.

With respect to claim 18, the examiner states that claim 18 is similar to claim 1,

and therefore is rejected on the same basis as claim 1. However, claim 18 includes --

wherein each search item of the plurality of search items includes a keyword, **and at**

least one keyword of the plurality of keywords is a local keyword related to a local

information of the network information provider--. Claim 1 does not include this

distinction between a --keyword-- and a --local keyword--. Therefore a rejection of claim

18 on the same basis as claim 1 does not address each and every limitation of claim 18,

and therefore the applicants respectfully submit that the examiner's rejection of claim 18

is improper.

Nevertheless, to further clarify these features, claim 18 has been amended to

include the limitations of claim 19 as follows:

>   --maintaining a database including a plurality of search items related to a
> network information provider, wherein each search item of the plurality of search
> items includes a keyword, and at least one keyword of the plurality of keywords is
> a local keyword related to a local information of the network information provider,
>   wherein the local keyword is differently selected depending on region with
> consideration of characteristics of the region;
>   receiving a search request from the searcher utilizing the keyword;
>   identifying one or more search items related to the keyword that match the
> search request from the searcher, and when the keyword that matches the
> search request is the local keyword, identifying search items related to the local
> keyword and selecting search item related to the local information of the network
> information provider matched to the first local information, among the identified
> search items--

Support for this amendment is found at least in the specification page 12, line 17

to page 13, line 8, and original claim 19.

As amended, the present invention of claim 18 includes a database having a

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plurality of search items, each search item including a keyword. Additionally at least one of the keywords is a local keyword, and that local keyword is --differently selected depending on region with consideration of characteristics of the region-- (specification page 12, lines 17-28). That is, according to the present invention of claim 18, certain keywords, predetermined as local keywords, deemed as being highly related to local information, return local search results and other keywords do not. For example, keywords such as "psychology" and "HTML" have little relation to local information, whereas keywords such as "hospital" and "kindergarten" are highly related to local information (specification page 12, lines 17-23). In this example, "hospital" and "kindergarten" are determined to be --local keywords-- because it would be beneficial to a searcher to receive local search results for these keywords, whereas local search results would be less beneficial for keywords such as "HTML" for obvious reasons.

Additionally, according to the present invention of claim 18, such local keywords are --selected differently depending on region with consideration of characteristics of the region-- (specification page 12, lines 29-30). That is, according to the present invention, whether certain keywords are considered meaningful local keywords is determined by local characteristics on a region by region basis.

Nowhere in Landesmann teaches the claimed --local keyword--, nor does Landesmann teach determining local keywords with consideration of local characteristics, because nowhere in Landesmann teaches defining both --keywords-- and --local keywords-- as claimed in the present invention.

In rejecting claim 19, the limitations of which have been incorporated into claim 18, the examiner cites Landesmann col. 13, lines 30-45. However, neither this portion,

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nor any other portion of Landesmann teaches --wherein the local keyword is differently

selected depending on region with consideration of characteristics of the region--. The

portion of Landesmann cited by the examiner suggests that data may be placed in

physically separate databases, which could be dispersed, for example, regionally. This

is completely unrelated to the elements of claim 19 that have been incorporated into

claim 18, which states that some keywords among a plurality of keywords are deemed

"local keywords". These "local keywords" provide local search results related to the

searcher's local information, whereas the other keywords provide search results without

respect to the searcher's local information. Nowhere in Landesmann teaches "local

keywords" let alone defining local keywords according to characteristics of a region.

Landesmann only teaches having databases in different physical locations

(Landesmann col. 13, lines 30-45).

As such, Landesmann does not teach each and every limitation of claim 18 as

amended, and an indication of allowable subject matter with respect to claim 18 is

respectfully requested at least on these grounds.

In the office action (page 10), the examiner maintained her rejection that

Landesmann teaches the second local information matched to the first local information

includes --the second local information that is closely related to the first local

information--. The applicants maintain that nowhere in Landesmann teaches this

element of the present invention as will be described below.

According to the present invention, search results returned to the searcher are

not limited only to those with matched local information, but also include search results

having --the second local information [relating to the search item] that is closely related

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to the first local information [relating to the searcher]-- as claimed in claim 1 (and

similarly in claims 15 and 20) (specification page 14, lines 6-9). As argued in the

previous office action, the applicants maintain that nowhere in Landesmann teaches this

element of the present invention. In her rejection of claims 1, 15, and 20, the examiner

alleges that Landesmann teaches this element of the present invention citing

Landesmann col. 20, lines 5-30. The applicants respectfully **disagree**.

Landesmann teaches search or demographic criteria relating to buyer entities

(Landesmann col. 20, lines 7-44). For example, a search criteria according to

Landesmann may be "only in the zip codes in and around New York City and

Washington", "females between the ages of 15-35", or "those buyer entities that scored

more than XXX for purchasing more than $XXX.00 at a department store over the last

year" (Landesmann col. 20, lines 5-30). That is, according to Landesmann, search

criteria may set specific thresholds for inclusion or exclusion of a buyer entity, or

alternatively specific thresholds for inclusion may be specified at a later time by a

system operator (Landesmann col. 20, lines 29-44). **Nowhere** in Landesmann teaches

extending the search criteria for buyer entities beyond the criteria themselves to include

that which is --closely related-- to the inputted search criteria.

The examiner appears to be relying in particular on Landesmann col. 20, lines

11-13, which recites "only in the zip codes in and around New York City and

Washington". However, nowhere in Landesmann teaches that this demographic criteria

can be searched simply by inputting "New York City" or "New York City and

Washington". Rather, "only in the zip codes in and around New York City and

Washington" is a demographic criteria that may be used as a search criteria for buyer

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entities. This is no different than a conventional search.

In contradistinction to Landesmann, according to the present invention, when performing a search, since a searcher's search includes both a keyword and the maintained first local information related to the searcher, search results are returned to the searcher that relate to the local information of the searcher, i.e., search results having local information in agreement with the searcher's local information. These search results additionally include search results having local information closely related to the searcher's local information (specification page 14, lines 4-18). Once again, this element of the present invention is simply not taught by Landesmann.

Nevertheless, to further distinguish the present invention new claims 22-24, depending from claims 1, 15, and 20 respectively, have been added clarifying --closely related--, as follows:

> --wherein the second local information that is closely related to the first local information comprises at least one of closely related location information, closely related cultural information, closely related social information, and closely related environmental information--

Support for the above amendment is found at least in the specification page 14, lines 4-18, and as such, no new matter has been added. The applicants respectfully submit that nowhere in Landesmann teaches the limitations of new claims 22-24. As discussed above, the applicants maintain that nowhere in Landesmann teaches the search results including that which is "closely related" of claims 1, 15, and 20, because Landesmann only teaches returning search results according to a conventional query. Regardless, Landesmann can certainly not teach the limitations of new claims 22-24, which clarifies that the local information that is "closely related" includes --closely related location information, cultural information, social information, and environmental

information--.

As an example, when performing a search according to the present invention, a keyword is entered by a searcher, when the first local information of the searcher is "Gangnam-gu, Seoul", the search items having second local information related to "Gangnam-gu, Seoul" will be selected because the first and second local informations are in agreement. However, according to the present invention, search items having a second local information of "Seocho-gu, Seoul" will also be returned as "Seocho-gu, Seoul" is --closely related-- to "Gangnam-gu, Seoul" in terms of location information, as Seocho-gu and Gangnam-gu are neighboring regions. Additionally, according to the present invention, second local information that is closely related in terms of cultural information, societal information, and environmental information is also included in the local search results.

As discussed above, Landesmann does not teach returning results that are "closely related" to a search criteria, rather Landesmann only returns results falling directly within the search criteria. Nowhere in Landesmann teaches including any results not directly specified by the search criteria. As such, since Landesmann does the limitations of new claims 22-24 an indication of allowable content with respect to these claims is respectfully requested at least for these reasons, and also since they depend from one of claim 1, 15, and 20, which are now considered to be in condition for allowance for the reasons above.

As to claims 2, 4-14, 16-17, and 21, the applicants respectfully submit that these claims are allowable at least since they depend from one of claims 1, 15, 18, and 20 which are considered to be in condition for allowance at least for the reasons above.

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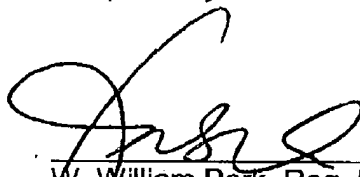Reply to office action of October 2, 2008   Docket: CU-4443

   For the reasons set forth above, the applicants respectfully submit that claims 1-
2, 4-18, and 20-24, now pending in this application, are in condition for allowance over
the cited references. Accordingly, the applicants respectfully request reconsideration
and withdrawal of the outstanding rejections and earnestly solicit an indication of
allowable subject matter.

   This amendment is considered to be responsive to all points raised in the office
action. Should the examiner have any remaining questions or concerns, the examiner
is encouraged to contact the undersigned attorney by telephone to expeditiously resolve
such concerns.

                                          Respectfully submitted,

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